



## Create a Better Future for Beijing

An interview with Mr. Zhang Mao, Vice Mayor of Beijing, Director of the Organizing Committee of Beijing Speaks Foreign Languages Program

**Q: How significant is the Beijing Speaks Foreign Languages Program run by the Beijing Municipal Government?**

**A:** The Program helps boost the overall foreign language proficiency and qualities of Beijingers, promote the ethical progress of the city. It is also instrumental in improving the international image of Beijing as an international metropolis, optimizing the environment for the city's future development and in implementing the strategic plan of hosting a "culture-enriched" Olympics in 2008.

**Q: What are the objectives set in this program?**

**A:** Our vision is to make the proposed activities under the program popular, practical, accessible and interesting and to create a favorable environment for the citizens of Beijing to learn and use foreign languages by integrating the abundant intelligent resources for teaching foreign languages available in the city.

- Increase the number of the English-speaking population in Beijing from 4.05 million at this moment or 27.8% of the city's total population up to 5 million (35% of the total population) by 2008.

- Correct the misuses of bilingual signs in public entertainment and cultural venues, service providers, transport system, major neighborhoods and tourist attractions.

- Some, if not all of citizens in Beijing will be able to communicate with foreign visitors so as to offer help those visitors when needed. The effort to put together a stable group of volunteers capable of speaking foreign languages is under way.

- A complete set of multilingual enquiry system will be put in place.

**Q: What will be done to implement the plans you mentioned?**

**A:** Our endeavor aims to enhance the city's ability to conduct international exchanges with a view to creating a solid linguistic environment. Schools will be the priority in this English-speaking drive while the special focus will be put on government agencies, and districts and counties will play a leading role.

(Continued on page 2)

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Editor: Liu An  
Designer: Wang Yupeng

## A Stage for Beijingers



By Liu An

The 2005 Beijing Foreign Language Week begins today, running until the 30th May in Chaoyang Park. This is an annual event organized by Committee of Beijing Speaks Foreign Languages program, in order to promote the speaking of foreign languages by Beijing citizens

Dozens of well-known, private, foreign language training schools have attended the campaign in previous years, such as New Oriental, Dell English International, Global IELTS and Wall Street English, as well as universities' educational organizations, most notably,

the Beijing University of Foreign Languages and China Foreign Affairs University. They will provide free lectures, entertainment and activities during the three-day show.

Local media services, BTV-7 English program, China National Radio English program, Beijing English Radio and Beijing Today will be jointly presenting various programs.

More traditional programs for learning English, including famous professor's lectures will also be attractive to audiences. This time, there are not only authoritative lectures from professor Chen Lin and Zhang Daozhen, but also

a vivacious speech from Crazy English instructor Li Yang.

"We are doing our utmost to build a free foreign language speaking environment for Beijing citizens, in order to encourage them opening their mouths and practice foreign language." "Mr. Liu Yang, Chief of Committee of Beijing Speaks English Program said, "As the number of attendees increase rapidly compared with last three Foreign Language Speaking campaigns, this Foreign Language Week moved from previous venue at the Imperial Ancestor Temple to Chaoyang Park, which will better serve attendees and visitors."

## Beyond the Olympic Games

Congratulations! The 2005 Beijing Foreign Language Week Opens today.

In early 2002, the Beijing Municipal Government drafted an action plan to promote foreign languages speaking among its 13 million citizens, shortly after China's accession into WTO and its success in bidding for 2008 Olympic Games.

Under the initiative, concrete steps including foreign language parties and festivals have been taken, four annual events were run in past three years. During the May Day holiday last year, we presented the first Beijing Foreign Language Week. These, along with other activities have made the capital of this country the most dynamic city in terms of studying foreign languages.

We have organized a series of foreign languages-speaking contests, especially English. Among them are the CBD Business English Contest, High School

Students English Contest, Children's English Contest, and Foreign Language Songs Singing Contest. Videos of those competitions are broadcast regularly on BTV's channels all year round.

We are promoting English training, learning, and speaking, in particular, in every government and business sector, the police stations, residential compounds, taxi companies and department stores, to name a few.

The misuses of the English language on roadside signs and along the city's metro lines were corrected. And similar work on the signboards along the ring roads, highways, public venues, museums and parks in the city will be implemented. More bilingual and multilingual pamphlets on the city's tourism attractions will be made available in a few weeks' time.

Public media outlets in foreign languages have been emerging in a large

number, such as English-language publications, Beijing Today, Beijing This Month, etc. and the newly established BTV-7 (an English-language channel) and Radio774 for English programs.

The ongoing effort is meant to build our city into an accessible platform for people around the world to meet, to create an environment for Beijingers to learn and practice foreign languages. Further effort is underway to increase the number of the local population capable of understanding and speaking foreign languages from the current 4.05 million to 5 million by 2008. Our goal is to make the 2008 Beijing Olympic Games a cultural carnival for human beings.

We will continue to promote English speaking among the average people in the city for the future. In this connection, our endeavor goes beyond the 2008 Beijing Olympic Games. (by the organizer)





By Pan Hao

Vice mayor, Zhang Mao handed out English Learning Booklets to the representatives of Beijing at the opening ceremony at 10:00am on May 28th.

This English Learning Booklet has five chapters, Social life, Transportation, Entertainment and Folkways Tourism, covering every occasion you can imagine, from first time you meet a friend, to talking about the weather or making an appointment. Please do not panic if your English is not good enough to grasp all the parts, since the book provides all the explanation in Chinese, word-for-word.

The appendix is quite useful as well, as you will find an English name list, sentence phrases that you need for various occasions, such as apologizing, greeting, encouraging, inviting and more. Also there are the words you need to know

# Grab Your English Learning booklet

when it comes to vegetables and food, which is ideal for cooking fans, while a complete list of gymnastic related words, is quite handy for those who like to watch sports. Further more, the booklet even threw in some tips in case you meet a foreign visitor. It explains the general cultural differences between the Chinese and Western worlds. All of the 100,000 complimentary copies of the English Learning Booklet, sponsored by EMERSON ELECTRIC CO. will be offering to the public for free at the Beijing Foreign Language Week at Chaoyang Park from 28th to 29th this month.

EMERSON is a global technology and engineering leader, developing and delivering innovative solutions for customers worldwide, in commercial, industrial, and consumer markets. In business since 1890, Emerson's more than 107,800 employees and 60 divisions today remain committed to excellence, operating in 245 manufacturing locations worldwide and marketing products in 150 countries. Emerson has been recognized as one of the top 500 global firms in Fortune magazine's survey in 2004 of the "World's Most Admired" companies, and ranked second among the top companies within the

electronics industry category. Emerson products, solutions and services go to market under eight brand platforms: Network Power, Process Management, Climate Technologies, Industrial Automation, Appliance Solutions, Motor Technologies, Professional Tools, and Storage Solutions. Sales in fiscal 2004 were US\$15.6 billion. Today, Emerson investments are represented in more than 30 enterprises, twenty-nine of which are manufacturing facilities located in 11 cities: Shanghai, Shenzhen, Suzhou, Fuzhou, Beijing, Tianjin, Qingdao, Jiangmen, Chengdu, Luoding and Shenyang.

(continued from page 1)

In this connection, we are trying to make breakthroughs first at the service-providing government agencies. Our goal is to improve foreign languages of the general public. When it comes to practical measures, it is important to have a unified plan and prioritize the programs under the initiative. Experts will work with the masses of average people. The measures will be implemented in a phased manner. And resources of all kinds will be integrated in a bid to enhance the Beijinger's foreign language competence and their ability to conduct international exchanges. Those above-mentioned measures are designed to lay a solid foundation for realizing the strategic vision of "New Beijing, Great Olympics" and for running a successful Olympiad in 2008 and even for building Beijing up into a modern international metropolis.

**Q: What have been done under the initiative? How is the Program going so far?**

**A:** Since the introduction of the Program in early 2002, the Organizing Committee has presented more than 500 benefit public lectures given by renowned specialists of foreign languages, among other foreign language events, over thirty TV competitions, three garden carnivals, 2004 foreign language week, and New Year foreign-language parties as well as Spring Festival foreign-language gala, etc.

Correction of misuses of English on signs at major public venues, and on publicity material for Class A scenic spots across the city has been completed. During major international events, millions of pamphlets and publications were distributed among the masses of citizens with a view to facilitating their English learning.

The training of civil servants was stepped up. In this connection, several rounds of English proficiency tests were given to employees in the public service, and nearly 40,000 civil servants passed the tests and were awarded Certificate of English Proficiency. As a result, the English communication ability of civil servants were improved.

CCTV, BTV, CNR, Beijing Radio opened foreign language channels and are expanding their respective foreign-language programming. Domestic publications in foreign languages like "Beijing Today" edited in English and many other foreign-language magazines are playing a crucial role in popularizing foreign languages among the citizens.

The Organizing Committee's Office for the Beijing Speaking Foreign Languages Program has its Website: [www.bjenglish.org.cn](http://www.bjenglish.org.cn) where internet users can make enquiries.

**Q: What is the government planning to do to push the Program?**

**A:** Schools with adequate resources are encouraged to offer bilingual instructions. Measures will be taken in the years to come to correct the misuses of bilingual signs in public entertainment and cultural venues, service providers, transport system, major neighborhoods and tourist attractions. More inquiry centers will be put in place across the city. The municipality's foreign-language TV station, radio and newspapers will be made available in the foreseeable future. The training of foreign-language speaking volunteers will be stepped up to ensure the success of the upcoming 2008 Olympic Games. It is worth noting that in addition to creating conditions for running a "culture-enriched" Olympiad in 2008, our ultimate goal is to develop Beijing into a better city for people to meet and for foreigners to live, work and pursue their studies in a top-class environment. We are striving to enhance the capital city's role for international exchanges to set a stage for the formation of the basic framework for developing Beijing into a modern international metropolis.

## Let's talk

By Pan Hao

If you have always desired to do a little bit more than merely listen, then the Let's Talk show probably appeals to you smooth talkers and even those not are confident with their language skills. Keeping the program interesting, the Let's Talk crew is going to encourage a lot of English speaking this year at Chaoyang Park in 2005 Beijing Foreign Language Week from the 28th to 30th of this month.

Winning the competition will provide you an opportunity to give your own speech on TV, and that will be produced as a series programs of Let's talk. In addition, there are some new games to entertain you, such as hangman, tongue twister, and lyrics guessing. You can also contribute by performing an English song or telling a story in English, both of which will be under the eye of a camera. Also there to attract your attention is the English master lecture, from which you can improve your English. Along with live music and dance performances on stage, this is will prove to be a fun event to join and participate in.

"Show your English and Show yourself" is what the crew from Let's Talk emphasizes. They can be found, working at the south gate of Chaoyang Park.



## Radio 774 on the Air

By Pan Hao

Radio 774, founded by Radio Beijing Corp., continues to conduct a live broadcast focusing on the 2005 Beijing Foreign language Week from 10:00 am to 12:00, and 2:00 pm to 3:00 pm. on the eastern side of the Lihua Square. During the three day event Radio 774's global studio remains a hot site this year.

Zhang Mao, the vice president of the Beijing Municipal government will give a speech to start

the live broadcast, and He Meizi, the manager of Market department, China Divison, University of Cambridge ESOL Department will join the event as a guest along with Zou Yinghui, a professor from Beijing Normal University.

The legendary English lecturer, Li Yang, Hao Bin, the Oral English guru, plus Li Liang and Li En from the New Oriental School will also show their techniques at the show, which are meant to improve your English.





## The secrets of Crazy English

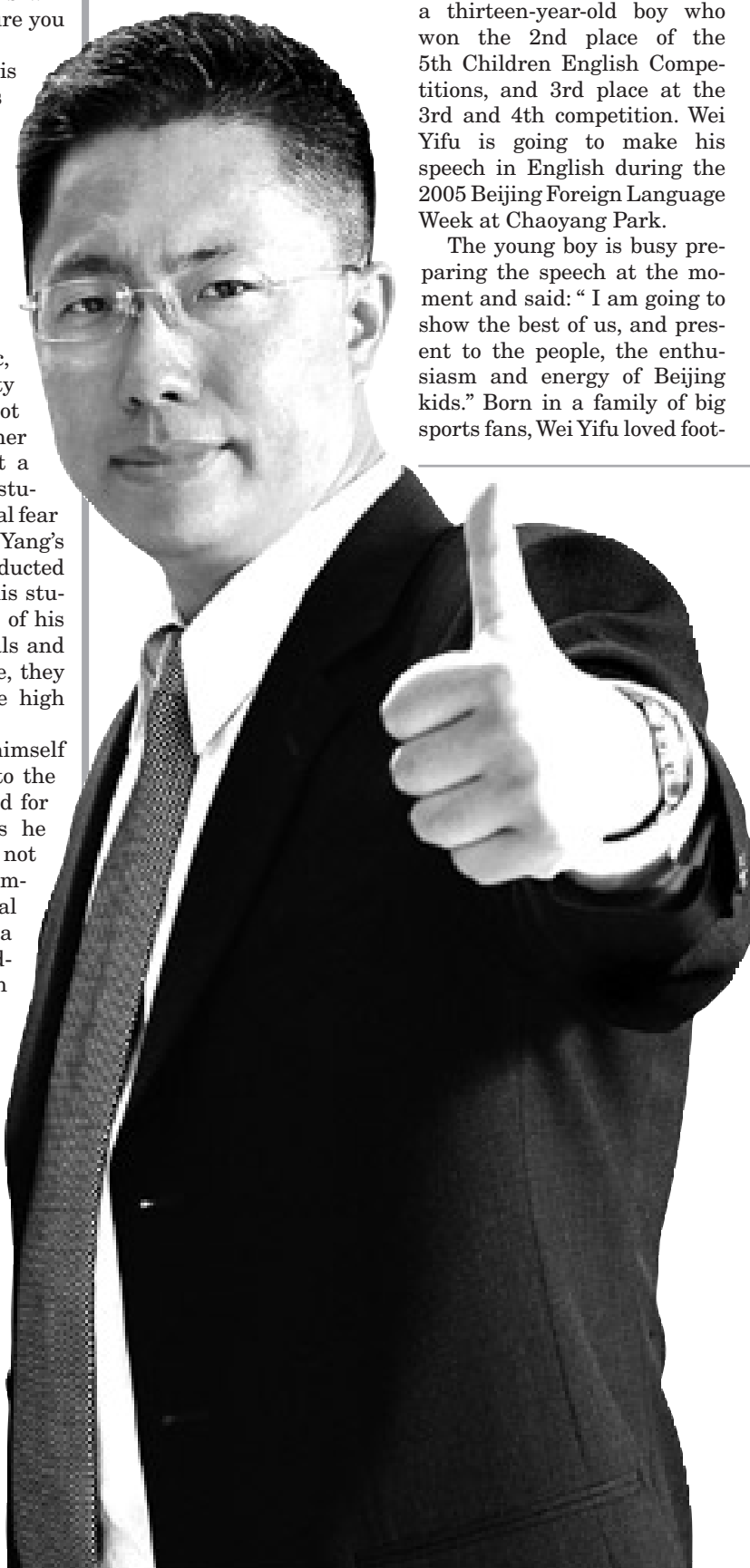
By Pan Hao

Welcome this year's return of Li Yang and his Crazy English, who will blow the crowds away with his unique teaching method, and he will also give out his latest book, *Secret of learning English*. These free materials will be going fast, so make sure you get one.

"No matter if the cat is black or white, as long as it catch mice, then it is a decent cat." Smiles Li Yang as he quotes Deng Xiaoping. "I even use Chinese words as phonetics to help my students learn new words, and in that way they learn faster and absorb more. That is my tactic, and the results are pretty good," says Li Yang. Not unfamiliar to many other lecturers, Li Yang spent a lot of effort to help his students overcome the mental fear of speaking English. Li Yang's teaching method is conducted based on the ability of his student. For example, some of his students are professionals and having only limited time, they can't possibly learn like high school students.

Li Yang also devoted himself into providing lectures to the professional athletes, and for the next a few months he will stay in Beijing. "It is not an easy project to accomplish, since the national athletes normally have a very tight training schedule, and have to deal with physical challenges everyday. However, Deng Yaping was a good example, and learned a lot of English from scratch," said Li Yang. Li Yang will also appear in Radio 774's show as the guest during Beijing Speaks English Program.

In addition, Li Yang has been doing lectures to teach English in Stadium for years, and normally the audience size is 2000, as the coming of 2008 Olympic games, we will see this man around more than ever.



By Pan Hao

With June 1st approaching excitement for Children's Day increases, as there is something special for the kids. The Foreign Language Week organization committee has set up an exclusive zone for all child-related events at Chaoyang Park, which is located at the north of the Park and the West side of the Millennium Fountain Square.

Dell International, Wall Street English, Tsinghua Children's English and Dazheng are the four educational organizations who will show their trends at the children's zone. Also, in this exclusive children area, you will find Beijing Jingcheng Culture School, who are involve in signing up kids for the Children English Competition.

## Star Kids

By Pan Hao

"Never be afraid of opening your mouth, and you will never be indecent." Said Wei Yifu, a thirteen-year-old boy who won the 2nd place of the 5th Children English Competitions, and 3rd place at the 3rd and 4th competition. Wei Yifu is going to make his speech in English during the 2005 Beijing Foreign Language Week at Chaoyang Park.

The young boy is busy preparing the speech at the moment and said: "I am going to show the best of us, and present to the people, the enthusiasm and energy of Beijing kids." Born in a family of big sports fans, Wei Yifu loved foot-



ball from very early age. "I am willing to be a volunteer at the 2008 Olympic Games, and by then I will be sixteen." Wei has been studying English since age four, though he initially sold himself on English because of his interests in English music. Last summer, he also paid his tribute to the show *Modern English*, produced by Beijing TV Station. "I have been watching CCTV-9 a lot, and although there are still some new words and vocabulary I do not understand yet, I can improve my listening and oral English, and I want to be a professional host of a comedy TV program one day." These days, Wei Yifu is study-

ing at Beijing Jingcheng Culture School, which he claims has pushed his English to a new level. In order to encourage more kids like him to improve their English, Wei Yifu shared his tips, "The most important thing is to practice speaking as much as you can."

Huang Jingyan, fifth grade student from Beijing Jingcheng Culture School is going to make an effort to strengthen the awareness of environment protection. "Green Olympics" is one of her topics for the Beijing speaks English program. She speaks fluent English, which she found very useful when she visited Belgium, Malaysia and Indonesia with her parents.



## Welcome to the New Oriental

By Pan Hao

Beijing New Oriental School will join the Foreign Language Boom in the school area, near the Millennium Fountain Square, which can be easily found behind the main Zone if you enter from the south gate of the Chaoyang Park.

Lu Qien, the professor from No.4 High School will give his lecture in the afternoon on the 28th of this month. The topic of which will be plans for learning English, focusing on both high school students and their parents. In addition support and advice from the parents will be helpful in achieving better results. The New Oriental

will also distribute their version of the Olympic Knowledge Handbook, which will introduce the history of Olympic Games and all the sports, in English. The 29th and 30th will be fun days for all the visitors, as New Oriental will present entertaining performance to the audience, such as a pop show, in which every student can have an opportunity to perform on the stage. There is also a section for the family, designed for both students and the parents. Along with singing and games, New Oriental's section will be fun to join while high school students will receive some tips for upcoming exam.



外语角节目安排表

5月28日	9: 50 新桥外国语学校学生李家靠、李聪英语演讲
8: 50 市残联选派节目肢残人士英语合唱《平安夜》	10: 00 《Beijing Today》外国专家教你如何用报纸学英文
9: 00 新桥外国语学校加拿大籍专家John Boutin 英语讲座	11: 00 新东方学校教师sultan讲座《语言学习与面对人生挑战》
10: 00 清华“神厨”张立勇介绍学习英语的经验	12: 10 结束
10: 30 外言社与著名国际文化使者大山先生倾力奉献，培养双语儿童听大山叔叔讲故事	13: 30 “口语雕刻法”创始人邓泽老师英语讲座
12: 10 结束	14: 30 北京电视台《生活英语大家说》主持人展文、李思羽见面会
13: 30 环球雅思教师陈湃英语讲座《如何演奏时尚英语》	16: 30 结束
14: 40 新东方学校教师黄元琴讲座《提高少儿英语学习兴趣，方法展现无穷魅力》	5月30日
15: 40 中央人民广播电台经济之声金牌节目主持人与听众互动	9: 00 “轻松英语”学校老师吴晓蔚《精彩新概念，美丽新人生》
16: 30 结束	11: 00 结束
5月29日	13: 30 快步英语创始人曲刚讲座《读大表，学语法》
9: 00 “轻松英语”学校老师张辉《口语时尚化》	16: 30 结束

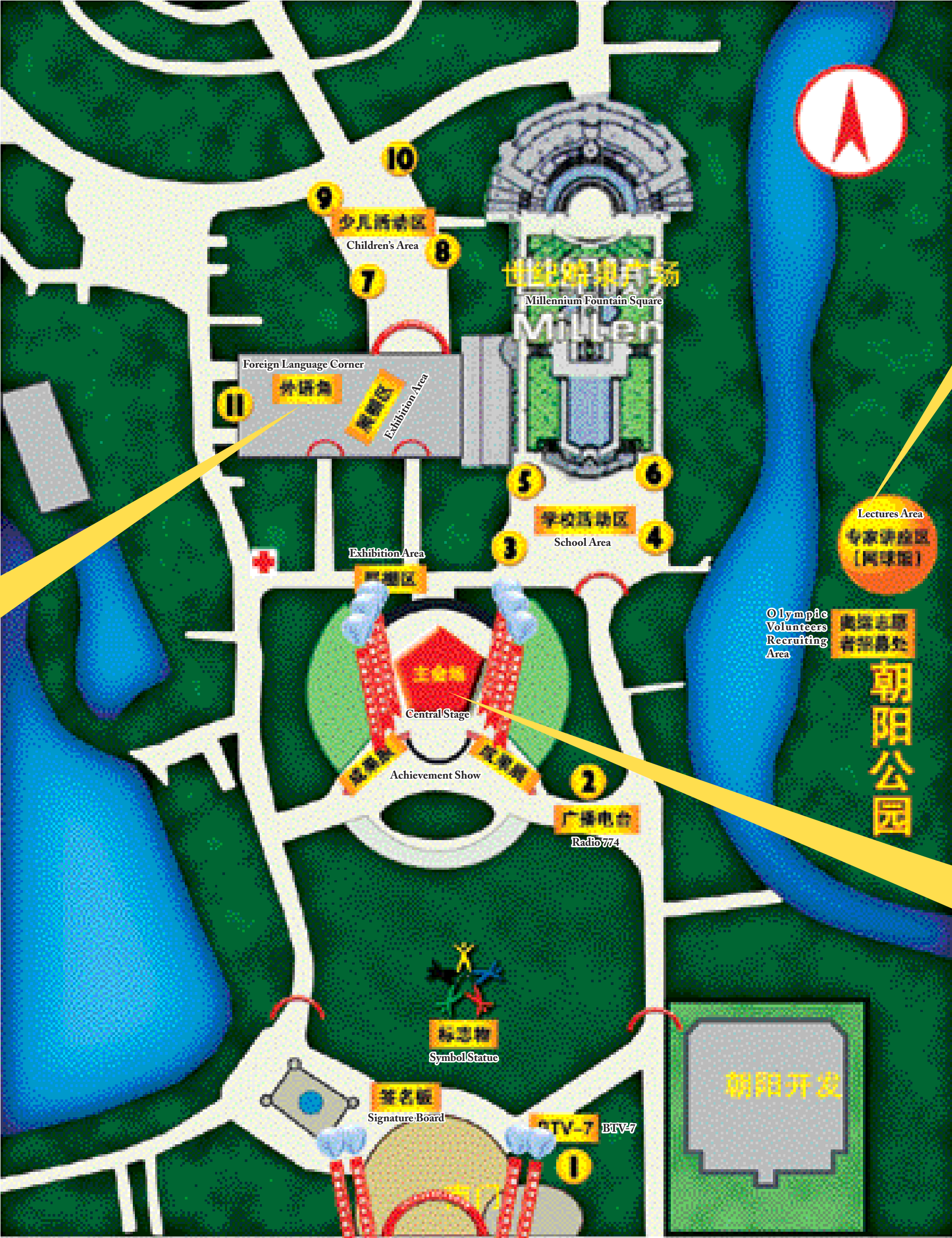
Program Schedule for English Corner

May 28 Sat.	9:50 Speech by students of Li Mengfei and Licong, New Bridge English School
8:50 English Song “Christmas Eve” by dis-ables	10:00 Speech “ How to learn English with English newspaper” by experts from Beijing Today
9:00 Speech by John Boutim, New Bridge English School	11:00 Speech by Sultan, New Oriental English School
10:00 Speech by Zhang Liyong, “English God of Cookery”, Tsinghua University	13:30 Speech by Dengze
10:30 Story telling by Uncle Dashan	14:30 Meeting with hosts Li Siyu and Chen Wen, “Let’s Talk”, BTV-7
13:30 Speech by Chen Pengying, Global IELTS	May 30 Mon
15:40 Meeting with famous hosts from Chi-na National Radio	9:00 Speech by Wu Xiaowei, Easy English School
May 29 Sun.	13:30 Speech by Qu Gang, One way English School
9:00 Speech “Modernizing oral English” by Zhang Hui, Easy English School	

图例:	Legend
1. 北京电视台	1. BTV - 7
2. 北京广播电视台	2. Radio 774
3. 新东方	3. New Oriental School
4. 环球雅思	4. Global IELTS
5. 朗文	5. Longman
6. 洋话连篇	6. Morden English
7. 戴尔国际	7. Dell English International
8. 华尔街	8. Wall Street
9. 大正、轻松英语	9. Dazheng/Easy English
10. 清华少儿	10. Tsinghua Children’s English
11. “新星杯”全国中小学英语词汇游戏大赛组委会	11. The Organization Committee of “New Star Cup” English Vocabulary Game Competition for National School Students

参展单位名单

1. 北京电视台	31. 北京外思语言培训中心
2. 北京广播电台	32. 加拿大网络英语实验室
3. 北京青年报社《今日北京》	33. 《今日中国》杂志社
4. 北京市海淀区私立新东方学校	34. 北京双语时代广告有限公司
5. 环球雅思学校	35. 北京腾飞新世纪英语培训中心
6. 北京校园在线信息技术有限公司	36. 首师大国际文化学院
7. 北京洋话连篇语言培训有限责任公司	37. 北京教育考试培训中心
8. 戴尔国际英语	38. 北京朝阳区盖伦培训学校
9. 北京华儿街英语培训中心有限公司	39. 艾默生电气（中国）投资有限公司
10. 杰瑞轻松英语	40. 中国国际广播电台英语环球广播
11. 大正教育	41. 北京金曙光外语培训中心
12. 北京数字博识科技有限公司	42. 北京出版社出版集团
13. “新星杯”全国中小学英语词汇游戏大赛组委会	43. 北京市海淀区新动力培训学校
14. 北京市海淀区诺尔培训学校	44. 北京八维俄语学校
15. 北京京海研修学院	45. 北京新桥外国语学校
16. 北京市新月互联科技公司－竞学网	46. 英语沙龙杂志社
17. 北京创新瀚翰科技有限公司	47. 深圳新文通电子有限公司北京办事处
18. 北京市联邦英语培训学校	48. 英业达集团（北京）电子有限公司
19. 北京李晓颖英语教育咨询中心	49. 李阳疯狂英语培训中心
20. 北京晨曦培训中心	50. 二外世界交流英语学院
21. 《选择驿站》培训杂志	51. 海淀老教协培训学校
22. 学大世纪教育科技有限公司	52. 英语通
23. 北京金科导电子有限公司	53. 联展教育咨询（上海）有限公司
24. 北京名流软件公司	54. 北京海纳百旺技术培训有限公司
25. 北京巨人学校	55. 北京市海晟天成科技发展有限公司
26. 北京市外文书店	56. 北京王府学校
27. 英华语言学校	57. 北京外国语大学网络教育学院
28. 东方红外语学校	58. 北京外研书店
29. 北京精诚实验小学	59. 卡西欧（上海）贸易有限公司
30. 北京精诚文化学校	60. 派特森英语



网球馆“名家讲座区”

5月28日	9: 30 ——11: 30 新东方学校校长助理翁云凯讲座《英语学习是一种情操》
14: 00 ——16: 00 北京市民讲外语活动组委会顾问、疯狂英语创始人李阳英语讲座	
5月29日	9: 30 ——11: 30 台湾著名英语教育专家赖世雄教授讲座
14: 00 ——16: 00 快步英语创始人曲刚讲座《快速学会英语造句》	

Lectures Schedule in Tennes Gymnasium

May 28 Sat.	9:30-11:30 “English Learning Spirit” by Wong Yunkai, assistant dean of New Oriental School
14:00-16:00 Crazy English founder Li Yang’s Lecture	
May 29 Sun.	9:30-11:30 Lecture by Peter Lai, Taiwan English Training expert
14:00-16:00 “Fast learning--making English sentences” by Qu Gang, One way English founder	

主会场节目安排

5月28日（周六）	11: 30 环球雅思教师陈湃英语讲座《演绎口语巅峰》
08: 50 新桥外国语学校学生英语合唱《We Are the World》	12: 30 由主持人带领观众做互动游戏
09: 00 北京市民讲外语活动组委会顾问、疯狂英语创始人李阳英语讲座	13: 30 国际标准礼仪学院刁昊轩老师讲座《公共礼仪》
10: 00 开幕式	14: 20 精诚实验小学学生朗诵《北京欢迎你》
10: 30 台湾著名英语教育专家赖世雄教授讲座	14: 25 CCTV10 “希望英语杂志”节目主持人赵音奇、杨舒见面会
11: 30 “口语雕刻法”创始人邓泽老师英语讲座	15: 30 北京外语广播Radio774主持人与听众见面会
12: 30 由主持人带领观众做互动游戏	16: 30 “轻松英语”学校校长张建成讲座《轻松英语阶梯式学习法》
13: 30 环球雅思教师David柴讲座《母语式学习英语》	5月30日（周一）
14: 25 海淀区选派节目王伊演唱自创英文歌曲《梦向成真》	09: 00 新桥外国语学校加拿大籍专家John Boutin 英语讲座
14: 30 新东方学校中学部顾问吕奇思讲座《中学英语学习规划》	10: 00 东城区选派节目英语情景剧《英语太极拳》、合唱《雪花》
15: 00 中央人民广播电台经济之声金牌节目主持人见面会	10: 10 快步英语创始人曲刚讲座《快速学会英语造句》
16: 00 戴尔国际英语外教口语总监美国哈佛大学教授Ernie英语讲座	11: 20 “能动英语”创始人李如云讲座《如何走出英语学习的误区》
《练就口语真工夫》	12: 00 结束
5月29日（周日）	13: 30 小颖英语创始人李小颖老师英语讲座《英语语音趣味教学法》
09: 00 戴尔国际英语美方首席代表Sara英语讲座《缔造中西文化完美结合》	14: 30 金曙光英语学校校长郭海涛讲座《轻松学英语》
09: 50 新东方学校教师赵东城讲座《英语听说开口诀窍》	15: 30 结束
10: 35 市残联选派节目盲人英语表演演唱《天长地久》	详细情况请查询北京市民讲外语官方网站: www.bjenglish.com.cn
10: 40 “洋话连篇”主持人Hogan（孙震）英语讲座	

Program Schedule for Central Stage

May 28 Sat.	11:30 Lecture by Chen Bai, Global IELTS
8:50 English Song “We are the world”, by students from New Bridge School	12:30 Game
9:00 Lecture by Crazy English founder Li Yang	13:30 Lecture “Public Manners”by Diao Haxuan, School of international Standard Manner
10:00 Opening Ceremony	14:20 Poem “Beijing Welcomes you”by pupils from Jingcheng Primary School
10:30 Lecture by Peter Lai, English training expert	14:25 Meeting with hosts Zhao Yinqi and Yang Shu of program “Hope English”, CCTV-10
11:30 Lecture by Deng Ze	15:30 Meeting with hosts of Radio 774
12:30 Game	16:30 Lecture by Zhang Jiancheng, Dean of Easy English School
13:30 Lecture by David Chai, Global IELTS	May 30 Mon.
14:25 English Song “Dream Comes True”by Wang Yi	9:00 Lecture by John Boutin, Canadian expert from New Bridge School
14:30 Lecture “Middle school English learning Plan” By Lu Qien from New Oriental School	10:00 English play and English Song “Edelweiss”
15:00 Meeting with hosts from China National Radio	10:10 Lecture “Fast learning--making English sentences”by Qu Gang, New Way English founder
16:00 Lecture “Oral English Skill” by Professor Ernie, Harvard University, Dell International English School	11:20 Lecture by Li Ruyun, Dynamic English founder
May 29 Sun.	13:30 Lecture by Li Xiaoying, Xiaoying English founder
9:00 Lecture by Sara, Chief representative, Dell International English	14:30 Lecture by Guo Haitao, Dean of Jin Shu Guang English School
9:50 Lecture by Zhaodongpo, New Oriental School	For further information, please visit www.bjenglish.gov.cn
10:35 English Song “Eternity” by disables	
10:40 Lecture by Sun Zhen, host of Modern English	



English Diction Specifications of Road and Traffic Signs

The English diction of proper nouns for names of institutions, in Beijing follows the principle of combining capital letters and small letters. The beginning of each word uses a capital letter while the rest use small letters.

To distinguish Pinyin and English words, names of roads and places including both Pinyin and English words follow the principle of writing Pinyin and the beginning of English words in capital letters while the rest of English words in small letters.

The names of avenues, roads and expressways, which appear with specific names of places, are abbreviated with the first letter capitalized and the rest in lower case. The details are as followed:

- The abbreviation of Avenue: Ave.
- The abbreviation of Road: Rd.
- The abbreviation of Expressway: Expwy.
1. Single word road signs follow international conventions that letters are capitalized, e.g.: Exit: EXIT

Entrance: ENTRANCE

2. “East, West, South, North” are used to express the directions of road, and are abbreviated as “E., W., S. and N.” respectively when connected with names of specific places, e.g., 西三环北路 should be translated to W.3rd Ring Rd. N.

3. English dictions of international landmarks such as airports, railway stations, hospitals, stadiums and gas stations use corresponding English words, e.g., 机场 (airport), 火车站 (railway station), 医院 (hospital), 体育场 (stadium), 加油站 (gas station) .

4. English names of cloverleaf junctions are all Bridge.

5. The writing of English ordinal number words uses the form of first line retraction, e.g., 1st, 2nd, 3rd and so on.

6. The expression of intersections adapts two principles:

- a. The intersections leading in all directions with no parking or traffic lights use Interchange.
- b. Those with traffic lights use Junction.

Translated by Lu Xiaonan

道路交通标识英文用语规范

1、北京市的单位机构等专有名称的英文用语遵循大小写结合的原则，每个单词首字母大写，其余字母小写；

2、汉语拼音和英文单词结合的道路或地名遵循汉语拼音大写，英文单词首字母大写，其余字母小写的原则，以区别汉语拼音和英文单词；

3、大街、路和高速路在与具体的地名同时出现时，要采用缩写形式，缩写时首字母大写，其余字母小写。具体缩写形式如下：

- 大街（Avenue）的缩写形式为Ave.
- 路（Road）的缩写形式为Rd.
- 高速路（Expressway）的缩写形式为Expwy.

4、独词路标的书写形式遵循国际惯例，统一大写。例如：

- 出口 EXIT
- 入口 ENTRANCE

5、表达道路的“东西南北”方向时，采用“East, West, South, North”。“东西南北”与具体道路名称连用时，“East, West, South, North”应分别缩写为“E. W. S. 和N.”。例如：“西三环北路”应译为“W.3rd Ring Rd. N.”

6、机场、车站、医院、体育场以及加油站等国际通用基本设施的英文用语采取相应的英文单词。如，机场（airport）、车站（railway station）、医院（hospital）、体育场（stadium）、加油站（gas station）；

- 7、立交桥的英文用语一律使用Bridge；
- 8、英文序数词的写法采取字母缩进的形式。例如：1st ,2nd ,3rd 等等；

9、路口的表达采取两个原则：

a .如果路口不停车，路口通往各个方向且无交通灯，采用Interchange。b.如果有交通灯采用Junction.

Bilingual Signs Standardization Starts

by Lu Xiaonan

The “Beijing Public Bilingual Signs Standardization Activity” organized by the Committee of Beijing Speaks Foreign Language Program will widely develop in the whole city from May 1st to August 18th.

Citizens can offer corrections for incorrect bilingual signs found in public places such as tourist sites, roads, alleys, business places, recreational places, shops, hotels, etc.

Citizens can participate through the official website of Beijing Speaks English (www.bjenglish.gov.cn) or phonetic SMS platform of Beijing Speaks English (Users of China Mobile can send an SMS to 0502223 while users of China Unicom to 800823 for 1 Jiao per message), they can also publish photos of the scene on the Website.

This activity will see different prizes awarded every week, with the top prize being assessed every month.



The two pictures above are the first week's winners for the “Beijing Public Bilingual Signs Standardization Activity.” The Chinese word “南” in the two pictures is translated different, one is translated into Pinyin “NAN”, the other one is translated into the abbreviation of the word “South” as “S.” According to the English Diction Specifications of Road and Traffic Signs, the second translation is correct.



1. 该标识出现在建筑工地的围栏上：危险！这里是建筑工地，请远离。该标识也使用了英文与西班牙文两种文字。

This sign was hanging



on the enclosure of a construction area: Danger! This is a construction area; please keep out. The sign was labeled both in English and Spanish.



2 .公共汽车右转弯跨度很大，小心碰着！文字上面所画的图是一个右转弯的大公共和一辆小轿车。

Bus makes wide right turns be careful of crash! The picture above the words describes a turning bus and a car moving straight.

3 .请减速，前面有需要慢速通过的减速丘。SPEED BUMPS(减速丘)。

Speed bumps ahead, please slow down.

Non-standard Bilingual Signs — Sources from Contributors on the Internet

1. The Chinese word “东” should be translated as “East,” but many of the traffic signs are translated into the Pinyin “Dong”

2. Chinese word “日坛” is translated in two ways, first as “Temple of Sun” and secondly as “Ritan” on the different traffic signs.

3. The Chinese word “桥” is translated into two versions as “Bridge” and “Qiao” on the different traffic signs.

4. The translation of “售票处” should be “Ticket Office” instead of “Box Office.”

5. “通州区” should be translated into “Tongzhou District” instead of “Tongzhou Area” as on some traffic signs.

6. It is more appropriate to change the caution sign “No Smoking Library” to “Smoke Free Library.”

7. To translate “宾客止步” into “Staff Only” is much better than “Guest go no further” as found at some hotels and marketplaces.

8. A lot of spelling mistakes are widely found.

Edited by Lu Xiaonan





By Liu An

**Qualified Volunteers**

To better serve the 2008 Beijing Olympic Games, the volunteer Program of Beijing Speaks Foreign Languages was produced. This program is organized by the Committee of Beijing Speaks Foreign Languages Programs, Beijing Volunteer Association and Beijing New Oriental School. The program is supported by the 29th Olympic Game Organizing Committee, whose aim is to build an international envi-

ronment in Beijing. Volunteers need to have graduated from the tailored training courses at Beijing New Oriental School and then are qualified to become a free English courses teaching volunteer.

**Recruiting** From the 28th to 30th May, at the Venue of Beijing Foreign Languages Week-Chaoyang Park, organizer will be recruiting volunteers and warmly welcoming interested applicants.

**What did volunteers do?**

**Phase 1.** English students information collection

Volunteers visit residential districts to collect basic information, such as resi-

# Serve the Public

## Volunteer Program

ronment in Beijing. Volunteers need to have graduated from the tailored training courses at Beijing New Oriental School and then are qualified to become a free English courses teaching volunteer.

**Volunteer's work**

Now the first group of recruited volunteers' has 311 people. They have come to 13 residential Beijing districts to teach free English courses, which were warmly welcomed by the residents. More than 1000 citizens attended the free courses and over 8000 books of 'Beijing Citizens Speaks English' were handed out. Along with free courses booming, people's interests and demands



Organizer recruited volunteers in last May.



dent's English level and their learning requirements. Based on the original research information, program organizers choose the residential districts that are ready to have free English courses.

Volunteers surveyed 51 Beijing residential districts, which were provided by Beijing municipal government. The major residential districts are located in Haidian and Chaoyang districts.

**Phase 2.** Teaching free English courses

Volunteers taught free English courses in 10 chosen residential districts, including 4 districts in Haidian, 1 in Chaoyang, 1 in Xuanwu, 1 in Fengtai, 2 in Chongwen and 1 in Dongcheng. The English courses are for entry-level students. 97 volunteers at-

tended free courses and trained about 1000 people.

**Phase 3.** Book of "Beijing Speaks English" emerges

Qualified teachers from the Beijing New Oriental School created a book "Beijing Speaks English" for entry-level students. 8000 books were handed out to residents.

**Phase 4.** New Teaching environment found

Volunteers keep on finding new residential districts where there is a demand to learn English and continue coordinating with local council to update information, so that free English courses will spread to more areas. Last month, free English courses were held in 3 more resident districts, respectively located in Chaoyang, Fengtai and Haidian districts.

**BEIJING TODAY**

独创 独家 独到

## “外国人圈” 我们只报外国人

Beijing Today, a new page-Circles is launching.

The new page tries to show readers the modern life of expats and locals in Beijing. It not only introduces people you might meet, things you see and places you will go, but a wider range of topics discussed from different perspectives.

Columns:

- Feature story
- BJ's Hate and Love
- Community
- Events

Opinions and freelance writers are welcome!

If you have interest in sharing your stories, or have any comments and suggestions to our column, draw an email to [weiyang@ynet.com](mailto:weiyang@ynet.com).

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《BEIJING TODAY》独创推出“圈子”版，独家报道外国人圈儿，以独到的角度，展现多元文化在北京的碰撞和融合。

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- 老外圈子的热门话题
- 老外在生活、工作的喜怒哀乐
- 外国社团
- 外国圈子的活动预告

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电子邮件请发：

[weiyang@ynet.com](mailto:weiyang@ynet.com)







# Olympic Games

## in English and Chinese

- Air Pistol** /eə/ /'pɪstl/ - 汽手枪  
**Air Rifle** /eə/ /'raɪfl/ - 气步枪  
**Badminton** /'bædmɪntən/ - 羽毛球  
**Baseball** /'beɪsbɔ:l/ - 棒球  
**Basketball** /'bɑ:skɪtbɔ:l/ - 篮球  
**Boat Race** /bəʊt/ /reɪs/ - 赛艇  
**Bobsleigh** /'bɒbsleɪ/ - 雪橇  
**Boxing** /'bɒksɪŋ/ - 拳击  
**Canoe Slalom** /kə'nu: /'slɔ:ləm/ - 激流划船  
**Canoeing** /kə'nu:ɪŋ/ - 赛艇  
**Cycling** /'saɪklɪŋ/ - 自行车  
**Diving** /'daɪvɪŋ/ - 跳水  
**Downhill Racing** /'daʊnhɪl/ /reɪs/ - 速降滑雪赛  
**Fencing - Epee** /'fensɪŋ/ /e'peɪ/ - 重剑  
**Fencing - Foil** /'fensɪŋ/ /fɔɪl/ - 花剑  
**Figure Skating** /'fɪɡə/ /'skeɪtɪŋ/ - 花样滑冰  
**Football(英语)** /'fʊtbɔ:l/ /soccer(美语)/ /'sɒkə/ - 足球  
**Wrestling** /'reslɪŋ/ - 摔跤  
**Gymnastics** /dʒɪm'næstɪks/ - 体操  
**Handball** /'hændbɔ:l/ - 手球  
**Hockey** /'hɒki/ - 曲棍球  
**Horizontal Bar** /'hɒrɪ'zɒntl/ /bɑ:/ - 单杠  
**Hurdles** /'hɜ:dl/ - 跨栏比赛  
**Ice Skating** /aɪs/ /'skeɪtɪŋ/ - 滑冰  
**Judo** /'dʒu:dəʊ/ - 柔道  
**Kayaking** /'kaɪækɪŋ/ - 皮划艇  
**Modern Pentathlon** /'mɒdən/ /pen'tæθlən/ - 现代五项运动  
**Parallel Bars** /'pærəlel/ /bɑ:s/ - 双杠  
**Platform** /plætfo:m/ - 跳台



- Relay Race** /'ri:leɪ/ /reɪs/ - 接力  
**Rings** /rɪŋs/ - 吊环  
**Sailing** /seɪlɪŋ/ - 帆船  
**Trap Shooting** /træp/ /'ʃu:tɪŋ/ - 飞碟射击  
**Shooting** /'ʃu:tɪŋ/ - 射击  
**Skiing** /'ski:ɪŋ/ - 滑雪  
**Slalom** /'slɑ:ləm/ - 障碍滑雪  
**Springboard** /'sprɪŋbɔ:d/ - 跳板  
**Surfing** /'sɜ:fɪŋ/ - 冲浪  
**Swimming** /'swɪmɪŋ/ - 游泳  
**Table Tennis** /'teɪbl/ /'tenɪs/ - 乒乓球  
**Tennis** /'tenɪs/ - 网球  
**Archery** /'ɑ:tʃəri:/ - 射箭  
**Track and Field** /træk/ /ænd/ /fi:ld/ - 田径  
**Trampoline** /'træmpəli:n/ - 蹦床  
**Triathlon** /traɪ'æθlən/ - 铁人三项  
**Volleyball** /'vɒlɪbɔ:l/ - 排球  
**Walking Race** /wɔ:kɪŋ/ /reɪs/ - 竞走  
**Water Polo** /wɔ:tə/ /'pəʊləʊ/ - 水球  
**Weight Lifting** /weɪt/ /'lɪftɪŋ/ - 举重  
**Yachting** /jɒt/ - 游艇



## When East Meets West

### How to Accept Praises

Chinese are too modest sometimes. When they invite people to dinner in their homes, although there are so many dishes on the table and they prepared it with much effort, they will still call it 'an ordinary home-cooked meal', and say "There are no good dishes today, just get a bite to eat". Westerners would be confused "What will we eat then, if these are not good?"

In Western countries, if someone had put the type of effort into a meal like Chinese did, they would surely have been proud of it and said something like "These dishes are my favorite and it is my specialty, I hope you enjoy it." For them, it shows that the host took the guest seriously and put their best effort into the meal. It is actually a way to show respect for the guest. When the guest expresses their enjoyment, "the food is delicious", westerners will confidently accept such a compliment, "Thank you, I'm glad you like it." In China, this type of attitude would generally be considered arrogant.

**如何接受赞美**  
中国人有时候太谦虚了。当他们邀请朋友来家里做客的时候，尽管费了很大劲做了很多的菜，他们还是会说这就是家常便饭：“今天没什么好菜，您就凑合着吃吧。”西方人就会很疑惑了“如果今天这些还不算好菜，那……”

在西方国家，如果某人像刚才说的中国人一样付出很大努力做了一桌子的菜，他们一定会为此感到骄傲然后直言“这些是我最喜欢也是最拿手的菜，希望你们能喜欢。”对西方人来说，这表示主人对客人很尊重，所以才会认真努力的准备这顿饭。当客人为菜肴的美味大呼过瘾的时候，他们会很自信的回答：“谢谢，我很高兴你能喜欢！而在中国，这种赞扬的态度反而会被认为是吹捧。

### Impolite Questions for Foreigners

In China, it's common to ask people their age and salary. But when we talk to foreigners, we cannot ask those questions, they view it as personal information and take it very seriously. Western

countries also have a proverb says, "Never ask a lady's age!" So, avoid asking the questions like "How old are you?" or "What's your income?" as they will feel offended. Can we ask the cost like "how much did that dress cost you?" That may also be seen by foreigners as an impolite question, because they think it is also a personal matter.

### 外国人认为不礼貌的问题

在中国，询问别人的年龄和收入是件很平常的事。但是当我和外国人交流的时候就不能问这些问题，他们会认为这些是私事并且很认真的看待。所以，避免询问像“你多大了？”或者“你收入是多少？”这样的问题，他们会感到不快。那我们能问一些诸如“你这条裙子花了多少钱？”之类的问题么？其实也不太礼貌，外国人同样会认为这是他们的私事。

### How to Pay The Bill

'How to pay the bill' is actually a big headache for westerners to cope with in China. Western friend always ask, "Why do Chinese guys always leave without paying after having a drink with us?" In western countries, they always invite some friends to have a drink to relax or during mealtime, they just want to find some company and everyone just goes Dutch. But in the Chinese manner of thinking, they may think the person who extended the invitation will pay the bill. When it comes to restaurant, the payment of the bill also troublesome. Westerners can never understand why everybody attending the dinner struggles so aggressively to pay for it.

**如何付账**  
如何付账对于一个在中国的西方人是个头痛的问题。外国朋友经常会问：“和你们中国人吃东西为什么你们总是不付钱就走掉？”在西方国家，他们在闲暇时间邀请朋友去喝点东西仅仅是想找个伴，每个人都自己付账。但中国的思维方式是邀请者会买单。在餐馆用餐的时候，付账问题往往很让人头疼。西方人经常对大家都抢着付账感到不能理解。

Edited by Lu Xiaonan /Han Manman